

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

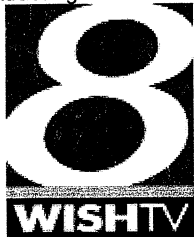
**Echo Point Media**  
**407 North Fulton Street**  
**Indianapolis, IN 46202**  
**USA**

<u>Contract / Revision</u> 214816 /		<u>Alt Order #</u>
<u>Product</u> Tim Delaney District #30		
<u>Contract Dates</u> 10/17/12 - 10/24/12		<u>Estimate #</u> 1729
<u>Advertiser</u> POL/Indiana Senate Democrats		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 148.00
<u>IDB#</u> 612	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN461/IN13745		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	10/17/12	10/24/12	Daybreak @ 6	558-7a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				1	\$350.00	2.50			
	Week:	10/22/12	10/28/12	MTW----				2	\$350.00	2.50			
N 2	WISH	10/17/12	10/24/12	CBS This Morning @7a	7-8a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$350.00	2.20			
	Week:	10/22/12	10/28/12	MTW----				1	\$350.00	2.20			
N 3	WISH	10/20/12	10/20/12	Daybreak Saturday	558-9a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-				2	\$150.00	2.50			
N 4	WISH	10/17/12	10/24/12	Noon News	1158a-1230p		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				1	\$650.00	4.20			
	Week:	10/22/12	10/28/12	MTW----				2	\$650.00	4.20			
N 5	WISH	10/17/12	10/24/12	Soap Rotator	1227-2p		:30				NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$750.00	3.00			
	Week:	10/22/12	10/28/12	MTW----				3	\$750.00	3.00			
N 6	WISH	10/21/12	10/21/12	CBS Sunday Morning	858-1030a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$700.00	4.70			
N 7	WISH	10/17/12	10/24/12	Rachael Ray	258-4p		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				1	\$150.00	1.50			
	Week:	10/22/12	10/28/12	MTW----				2	\$150.00	1.50			
N 8	WISH	10/17/12	10/24/12	News 8 @ 530p	530-6p		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$900.00	3.60			
	Week:	10/22/12	10/28/12	MTW----				1	\$900.00	3.60			
N 9	WISH	10/17/12	10/24/12	News 8 @6	558-630p		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				1	\$900.00	3.60			
	Week:	10/22/12	10/28/12	MTW----				2	\$900.00	3.60			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
214816 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/24/12	Tim Delaney District #30	1729

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Indiana Senate Dem	10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 10	WISH	10/17/12	10/24/12	Entertainment Tonight	728-8p		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$900.00	3.80			
Week:		10/22/12	10/28/12	MTW----				2	\$900.00	3.80			
N 11	WISH	10/17/12	10/24/12	News 8 @ 11 M-F	11-1135p		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$900.00	5.00			
Week:		10/22/12	10/28/12	MTW----				2	\$900.00	5.00			
N 12	WISH	10/23/12	10/23/12	Tuesday 8-9p	758-9p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,000.00	14.70			
N 13	WISH	10/24/12	10/24/12	Wednesday 8-9p	758-9p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$4,000.00	7.20			
N 14	WISH	10/24/12	10/24/12	Wednesday 9-10p	858-10p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$4,000.00	11.40			
N 15	WISH	10/21/12	10/21/12	Sunday 9-10p	858-10p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00	10.80			
<b>Totals</b>										<b>148.00</b>		<b>36</b>	<b>\$36,050.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/24/12	36	\$36,050.00	\$30,642.50
<b>Totals</b>	<b>36</b>	<b>\$36,050.00</b>	<b>\$30,642.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**EchoPoint Media**

# Buy Detail Report

Date: 10/16/2012  
11:28 AM

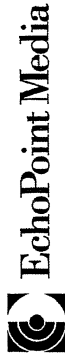
**Client:** Indiana Senate Democrats  
**Media:** TV  
**Product:** Tim Delaney District #30  
**Market:** Indianapolis  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30

**Estimate:** 1729  
**Description:** Delaney #30: 10:18-10:24 TV  
**Flight Start Date:** 10/15/2012 05:00 AM  
**Flight End Date:** 10/24/2012 04:59 AM  
**Buyer:** Laura Heape

**Send Billing To:** EchoPoint Media  
407 N. Fulton Street  
Indianapolis, IN 46202  
**Phone:** 317.264.8400  
**Fax:** 317.264.8401

214816

Line No	Daypart Program	Daypart Code	STN Gross	Affiliation:	Dur	Wks 10/15	10/22	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
<b>Indianapolis</b>										
<b>WISH-TV</b>										
1	MTuWThF 6:00a-7:00a	EM	\$350.00	Affiliation: CBS	30	1	2	3	2.5	2.8
2	NWS 8-DAYBREAK	EM	\$350.00		30	2	1	3	2.2	2.7
3	CBS THS MRNG-1/CBS THS MRNG-2	EM	\$150.00		30	2	0	2	2.5	2.7
4	AVG. ALL WKS<	DT	\$650.00		30	1	2	3	4.2	5.5
5	MTuWThF 12:00p-12:30p	DT	\$750.00		30	2	3	5	3.0	4.8
6	NWS 8 AT NOON	DT	\$700.00		30	1	0	1	4.7	5.0
7	MTuWThF 3:00p-4:00p	EF	\$150.00		30	1	2	3	1.5	2.4
8	RACHAEL RAY	EN	\$900.00		30	2	1	3	3.6	4.1
9	NEWS 8 AT 5:30	EN	\$900.00		30	1	2	3	3.6	4.2
10	MTuWThF 6:00p-6:30p	EN	\$900.00		30	1	2	3	3.8	5.1
11	NEWS 8 AT 6:00	PA	\$900.00		30	1	2	3	5.0	6.2
12	ENT TONIGHT 30<	LN	\$900.00		30	1	2	3	5.0	6.2
13	MTuWThF 11:00p-11:34p	LN	\$900.00		30	1	2	3	5.0	6.2
14	NWS 8 AT 11:00<	PT	\$4,000.00		30	0	1	1	14.7	15.5
15	Tu 8:00p-9:00p	PT	\$4,000.00		30	0	1	1	14.7	15.5
16	AVG. ALL WKS	PT	\$4,000.00		30	0	1	1	7.2	7.8
17	W 8:00p-9:00p	PT	\$4,000.00		30	0	1	1	7.2	7.8
18	AVG. ALL WKS	PT	\$4,000.00		30	0	1	1	11.4	14.7
19	W 9:00p-10:00p	PT	\$4,000.00		30	0	1	1	11.4	14.7
20	CRIMNL MND-CBS	PT	\$4,000.00		30	0	1	1	11.4	14.7
21					30	0	1	1	\$350.88	\$272.11



# Buy Detail Report

Date: 10/16/2012  
11:28 AM

**Client:** Indiana Senate Democrats  
**Media:** TV  
**Product:** Tim Delaney District #30  
**Market:** Indianapolis  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30

**Estimate:** 1729  
**Description:** Delaney #30: 10.18-10.24 TV  
**Flight Start Date:** 10/15/2012 05:00 AM  
**Flight End Date:** 10/24/2012 04:59 AM  
**Buyer:** Laura Heape

**Send Billing To:** EchoPoint Media  
407 N. Fulton Street  
Indianapolis, IN 46202  
**Phone:** 317.264.8400  
**Fax:** 317.264.8401

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/15 10/22	Total Spots	Adults 35+ Rtg/CPP	Women 35+ Rtg/CPP
Indianapolis								
WISH-TV 15	Su 9:00p-10:00p AVG. ALL WKS	PT	\$4,000.00	30	1 0	1	10.8 \$370.37	12.3 \$325.20
Total Spots:						36	148.0	183.7
Total GRP/GIMP(Mil):							\$243.58	\$196.24
Total CPP/CPM:								
Total Cost:			\$36,050.00					

**Signature:** \_\_\_\_\_  
Please sign & fax back for confirmation.

**Disclaimer:**  
SEQUENTIAL LIABILITY POLICY: Client and EchoPoint Media agree to the American Association of Advertising Agencies definition of sequential liability for payment to the media. The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices.

TO: BERNI KENNY  
36.1144

NAB Form PB-17 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WISH

**Date:**

10.16.12

I, LAURA S. HEADE,being/on behalf of: TIM DELANEY, a legallyqualified candidate of the DEMOCRAT politicalparty for the office of: INDIANA SENATEin the GENERALelection to be held on: 11.6.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>see schedule</i>					

**Total Charges:**

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DELAUNEY FOR SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

LIANE GROTH HULLA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10.16.12  
Date

Laura A Rupe  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

# Order #214816: Echo Point../POL/Indian../Tim Delane../1729



Spot	Stat	Channel	Spot Status	Air Date	Day	Times	Air Time	Ad-ID	Internal Rate
[1]	WISH		Placed	10/18/12	Th	7-8a	7:27 AM		\$350.00
[1]	WISH		Placed	10/18/12	Th	530-6p	5:41 PM		\$900.00
[1]	WISH		Placed	10/18/12	Th	1227-2p	12:29 PM		\$750.00
[1]	WISH		Placed	10/19/12	F	1158a-1230p	12:22 PM		\$650.00
[1]	WISH		Placed	10/19/12	F	558-630p	5:58 PM		\$900.00
[1]	WISH		Placed	10/19/12	F	7-8a	6:59 AM		\$350.00
[1]	WISH		Placed	10/19/12	F	728-8p	7:47 PM		\$900.00
[1]	WISH		Placed	10/19/12	F	11-1135p	11:32 PM		\$900.00
[1]	WISH		Placed	10/19/12	F	558-7a	5:59 AM		\$350.00
[1]	WISH		Placed	10/19/12	F	530-6p	5:45 PM		\$900.00
[1]	WISH		Placed	10/19/12	F	1227-2p	1:59 PM		\$750.00
[1]	WISH		Placed	10/19/12	F	258-4p	3:43 PM		\$150.00
[1]	WISH		Displaced	10/20/12	Sa	558-9a			\$150.00
[1]	WISH		Displaced	10/20/12	Sa	558-9a			\$150.00
[1]	WISH		Displaced	10/21/12	Su	858-10p			\$4,000.00
[1]	WISH		Displaced	10/21/12	Su	858-1030a			\$700.00
[1]	WISH		Displaced	10/22/12	M	1227-2p			\$750.00
[1]	WISH		Displaced	10/22/12	M	558-630p			\$900.00
[1]	WISH		Displaced	10/22/12	M	11-1135p			\$900.00
[1]	WISH		Displaced	10/22/12	M	7-8a			\$350.00
[1]	WISH		Displaced	10/22/12	M	728-8p			\$900.00
[1]	WISH		Displaced	10/22/12	M	1158a-1230p			\$650.00
[1]	WISH		Displaced	10/23/12	Tu	1158a-1230p			\$650.00
[1]	WISH		Displaced	10/23/12	Tu	1227-2p			\$750.00
[1]	WISH		Displaced	10/23/12	Tu	530-6p			\$900.00
[1]	WISH		Displaced	10/23/12	Tu	258-4p			\$150.00
[1]	WISH		Displaced	10/23/12	Tu	558-630p			\$900.00
[1]	WISH		Displaced	10/23/12	Tu	11-1135p			\$900.00
[1]	WISH		Displaced	10/23/12	Tu	758-9p			\$4,000.00
[1]	WISH		Displaced	10/23/12	Tu	558-7a			\$350.00
[1]	WISH		Displaced	10/24/12	W	858-10p			\$4,000.00
[1]	WISH		Displaced	10/24/12	W	558-7a			\$350.00
[1]	WISH		Displaced	10/24/12	W	728-8p			\$900.00
[1]	WISH		Displaced	10/24/12	W	758-9p			\$4,000.00
[1]	WISH		Displaced	10/24/12	W	1227-2p			\$750.00
[1]	WISH		Displaced	10/24/12	W	258-4p			\$150.00
									\$98,050.00

[Sorted by: Air Date]